

**The usage of Mobile Ticketing on Transport Industry in Tanzania:  
a case of mobile ticketing limited**

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The study aimed to assess the usage of mobile ticketing in the public transport system in Tanzania, with a case of the Mobile Ticketing Limited. Specifically, the study sought to determine extent to which costs related factors, responsiveness related factors and perceived trust influence on usage of mobile ticketing in Tanzania. The study involved 120 participants from various places who were randomly selected for data collection through self-administered questionnaires. Data were then analysed quantitatively by using Statistical Package for Social Science (SPSS) where frequency, mean and standard deviation were computed before regression analyses were run. The study finding showed that all three variables, namely, costs, responsiveness and trust related factors positively influenced on usage of mobile ticketing. However, only costs and responsiveness related factors were throngly influencing factors, while trust related factors had positive but less significant influence on mobile ticketing use. The implication is that costs and responsiveness factors are good determinants of customers influence on using mobile ticketing than trust. In due regard, the researcher recommendes significant investment in both costs and responsiveness related factors for good undertaking of the said venture.